



ENSURING AMERICA'S STRENGTH AND SECURITY:
A Democratic National Security Strategy for the 21st Century
(September 2005)

FIVE NATIONAL POLLS SHOW THE IMPORTANCE OF
NATIONAL SECURITY TO AMERICAN VOTERS

**MORE IMPORTANT IN
VOTE FOR PRESIDENT
IS...**

(Likely voters)

National security

 **46%**

Economic issues

 **37%**

Both equally

 **15%**

Source: CBS, 10/18/04

Trust to Handle the Issues

Issue	Bush	Kerry
Terrorism	57%	35%
Iraq	53	37
Economy	47	43
Education	46	42
Jobs	43	45
Health Care	42	45

Source: ABC News, 9/9/04

“A Gallup poll just after the 2000 election found voters saying Republicans were ‘tough enough’ to deal with terrorism by 64 to 27 percent. However, just 34 percent thought Democrats were tough enough to meet the threat, compared to 57 percent who said we were not. The 2004 election year proved little different. The exit polls found voters trusting Bush to deal with terrorism by an 18-point margin and mistrusting Kerry on the issue by the same 18 points.”

Soucre: The Hill, 10/5/05

“In every poll since the campaign began, voters have said they trust Bush more than Kerry to handle the challenges of terrorism and homeland security—usually by a 15-to 20-point margin (the one exception: polls immediately after the Democratic National Convention, when Kerry managed to close the gap to a few percentage points.) In the new NEWSWEEK poll, registered voters say they trust Bush over Kerry 56 percent to 37 percent to tackle terrorism.”

Source: Newsweek, 10/31/04

In the 2004 Election, 36% of voters cited Iraq and Terrorism as the issue that mattered the most; moral values came in a distant second.

**What Mattered Most
in Your Vote?**

	Fixed List*	Open- end**
	%	%
Moral values (Net)	27	14
Moral values	--	9
Social issues^	--	3
Candidate's morals	--	2
Iraq	22	25
Economy/Jobs	21	12
Terrorism	14	9
Health Care	4	2
Education	4	1
Taxes	3	1
Other	4	31
Honesty/integrity	--	5
Like/dislike Bush	--	5
Like/dislike Kerry	--	3
Direction of country	--	2
Leadership	--	2
Foreign policy	--	2
Don't know	1	5
	100	100

* First choice among the seven items provided on the exit poll list.

** Unprompted verbatim first response to open-ended question.

^ Abortion, gay marriage, stem cells

Source: Pew Center for People and the Press, November 11, 2004